

PITTSBURGH CityPaper

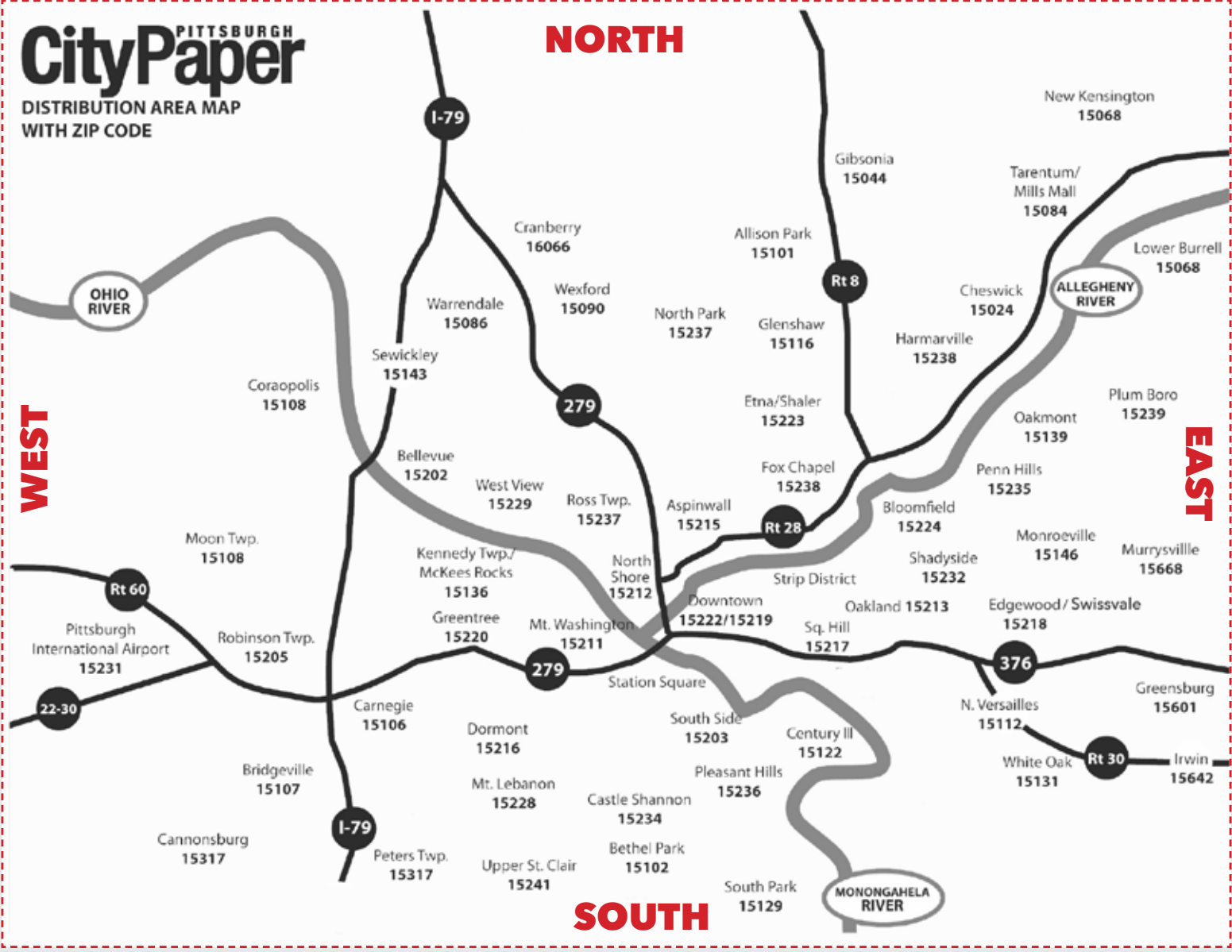
PITTSBURGH CITY PAPER HAS BEEN CONNECTING BUSINESSES TO THE REAL PEOPLE, SCENES AND NEIGHBORHOODS THAT MAKE PITTSBURGH SUCH A UNIQUE PLACE FOR THE PAST 25 YEARS.

As Pittsburgh's independent voice, we offer a unique perspective on local politics and news, intelligent and fresh cultural reporting, the most comprehensive calendar of events, and stories you will not find anywhere else.

Our readers are younger and more affluent, entering the acquisition phase of life, a great demo for advertisers. In addition to our weekly print edition, we offer authoritative editorial guides and special issues, dynamic web and mobile sites, and our recently introduced mobile app.



REACH



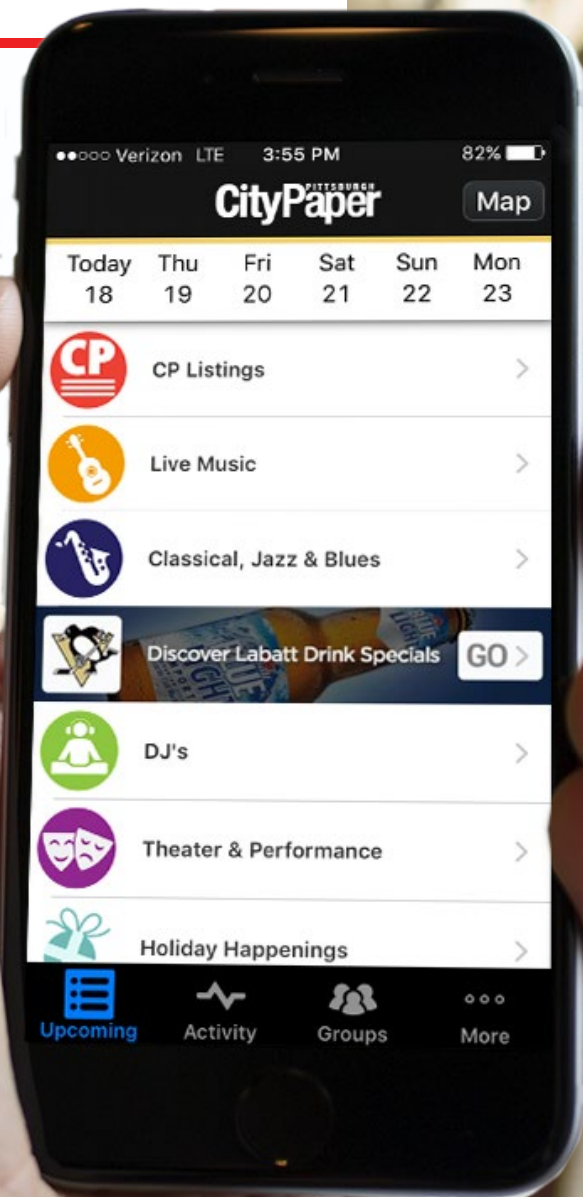
CIRCULATION: 58,000 **DISTRIBUTION:** 1,500 Locations

Pittsburgh City Paper is a controlled-circulation newspaper distributed at over 1,500 documented distribution sites throughout the Greater Pittsburgh area, including the most street boxes in the city! The City Paper encompasses a 50-mile radius of the city. Pittsburgh City Paper's circulation is audited and reflects an impressive pick up rate of over 96% weekly. Pittsburgh City Paper is the only Pittsburgh publication to offer a free online digital edition of the paper.



CP HAPPYS APP

With more than 15,000 downloads, the CP Happs app is the only FUN & FREE event app that holds Pittsburgh's most popular happenings. Send push notifications, promote events, and sell tickets all from a single powerful platform.



THE NUMBERS

AGE BREAKDOWN:

18-24	9%
25-34	25%
35-44	12%
45-54	16%
55-64	18%
65+	20%

READERSHIP:

185,634

DISTRIBUTION:

58,000 weekly every
Wednesday

SOCIAL MEDIA:

70k+	Social Media Followers
22k+	Facebook Likes
35k+	Twitter Followers
13k+	Instagram Followers



OUR SOCIAL SCENE



BY THE NUMBERS:

- 70k+ Social Media Followers
- 22k+ Facebook Likes
- 35k+ Twitter Followers
- 13k+ Instagram Followers

Do you have a Facebook event that you want to promote? We will post about your event or do a ticket giveaway.

Into Twitter? We have that too! Enjoy racking up re-tweets as we tweet about your event.

Follow us on Instagram for a look into what this city offers. Find photos that cover current events, food reviews, album covers, street art and much more.



DAILY RUNDOWN NEWSLETTER

- 21,000+ subscribers
- Delivered Monday-Friday
- Up to four 300x250 ad zones available



Thu., June 16

[CONCERT OF THE WEEK]

PRESENTED BY DRUSKY ENTERTAINMENT



Drusky Entertainment Presents An Evening with The Mavericks

Friday, June 17
8 p.m.

This event is all ages
Carnegie of Homestead Music Hall, Munhall

"The world has too much strife, racial and social divides being fed 24/7; it's non-stop. It turns normal, loving people into brainwashed zombies who can't come together. Maybe it's the hopeless romantic in me, but I'd like to make a place where all people can come together." -- Raul Malo

It sounds like lofty "hippie speak," something the Grammy winner jokes about, but Raul Malo, the son of Cuban immigrants, and his musical comrades believe in bringing people together -- often in the name of good times and great music -- which is the most universal language of all.

For more info, visit: www.druskyentertainment.com
TEXT "CONCERTS" TO 76274 TO WIN FREE TICKETS



Better Together Pittsburgh

Friday, June 17
7 p.m.

Carnegie Museum of Art, Oakland

Come celebrate change-makers and community residents who take action to build more caring and prosperous communities in the Pittsburgh region. Our cocktail networking reception, hosted by DJ Selecta, will kick off at 7 p.m. We will also recognize local leaders and community champions of BMe Pittsburgh, as well as hear from a few special guest speakers.

Come celebrate and network with like-minded individuals doing remarkable work throughout the Pittsburgh region in the spirit of togetherness. Carnegie Museum of Art, 4400 Forbes Ave., Oakland 15213. This is a FREE event. Attire is business casual. RSVP to www.bit.ly/BMeBurg

Advertisement



THE LATEST IN NEWS



Drusky Entertainment announces it will bid farewell to Pittsburgh's Altar Bar at the end of July



Allegheny County receives \$3.4 million to fix homes with

Taste over 300 craft beers! [View this email in your browser](#)

Share Tweet Forward +1

CityPaper

Fri., July 8

PITTSBURGH SUMMER BEERFEST



JOIN US IN 2016, AS WE CELEBRATE GREAT CRAFT BEER FROM DOWN THE STREET & AROUND THE COUNTRY!

THE 4TH ANNUAL PITTSBURGH BEERFEST

WILL BE HELD AT STAGE AE IN DOWNTOWN PITTSBURGH
ON JULY 15 & 16, 2016

Breweries and beer enthusiasts from across the region will gather on two July evenings for an unlimited sampling of over 300 fresh craft beers of all styles, and tastes and a whole lotta fun! All while raising funds for Animal Rescue Partners, a 501-c-3 organization dedicated to supporting numerous animal rescues, pet adoption groups, and community spay/neuter programs in the Pittsburgh area and beyond.

[Get Your Tickets Now](#)

Snapchat | Digital Editions | GP HAPPY's App | Lynn Gullen Live | Best Of Pittsburgh | GP.TV | Advertise

EXCLUSIVE EBLAST

- 100% your content
- Capture our audience with your message
- Direct link to your website

GLOSSY MAGAZINES

Pittsburgh City Paper will publish 4 magazine supplements during 2016. Each uniquely-themed magazine will have a circulation of 45,000 and be distributed in the City Paper as well as dedicated racks and local events. The magazines have 100% pick-up rate. Purchase all 4 magazines and receive 15% off each magazine rate. Purchase more than 2 and receive 10% off each magazine rate.

NOV.



NOVEMBER 30, 2016

Ad deadline: 11/11

AD SIZES

Full Page: 7.75" x 10.125"

1/2 H Page: 7.75" x 5"

1/2 V Page: 3.8125" x 10.125"

1/4 Page: 3.8125" x 5"

JANUARY

S	M	T	W	T	F	S
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31						

1/20 Winter Guide - Deadline: 1/15

FEBRUARY

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2/24 Education Guide - Deadline: 2/18

2/24 Summer Camps - Deadline: 2/19

MARCH

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3/2 Summer Camps - Deadline: 2/26

3/23 Wedding Guide - Deadline: 3/4

3/30 Pirates Preview - Deadline: 3/25

APRIL

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4/13 Spring Election Guide - Deadline: 4/8

4/20 Music Issue - Deadline: 4/15

MAY

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5/4 Dining Guide - Deadline: 4/15

5/11 Education Guide - Deadline: 5/5

5/18 Summer Guide - Deadline: 5/12

JUNE

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6/8 Drink Issue - Deadline: 6/3

6/29 Pet Issue - Deadline: 6/24

JULY

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7/13 City Guide - Deadline: 6/24

7/27 Health Issue - Deadline: 7/22

AUGUST

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8/24 Back to School - Deadline: 8/19

8/31 Steelers Preview - Deadline: 8/26

SEPTEMBER

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9/14 Fall Arts Guide - Deadline: 9/8

OCTOBER

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30	31					

10/5 Penguins Preview - Deadline: 9/30

10/5, 10/12, 10/19, 10/26 Halloween Spread

Deadline: 9/30, 10/7, 10/14, 10/21

10/12 Best Of PGH - Deadline: 10/6

10/26 Fall Election Guide - Deadline: 10/21

NOVEMBER

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11/16 PGH Lights Up - Deadline: 11/11

11/30 Holiday Guide - Deadline: 11/11

DECEMBER

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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

12/21 NYE Spread - Deadline: 12/16

SPECIAL ISSUES



WINTER GUIDE 1/20/16

A fresh look at wintertime activities that will warm your soul.

Deadline: 1/15



PIRATES PREVIEW 3/30/16

Lets Go Buccs! Band Wagon or not, the Buccos are back and we are here to cheer them on!

Deadline: 3/25



SPRING ELECTION ISSUE 4/13/16

2016 will be a big year in state & national elections. City Paper has you covered with coverage of all the meaningful races from the state house to the White House.

Deadline: 4/8



MUSIC ISSUE 4/20/16

Music Issue takes a city-wide look at where Pittsburgh's music is today, and where it's headed tomorrow.

Deadline: 4/15



SUMMER GUIDE 5/18/16

The annual Summer Guide Issue is packed full of information on summer events - from festivals to concerts.

Deadline: 5/12



DRINK ISSUE 6/8/16

From beer and wine to your favorite happy hour cocktails, the City Paper Drink Issue will take a look at the trends on the local booze scene.

Deadline: 6/3



PET ISSUE 6/29/16

Everyone's Best Friend! City Paper explores the pet world and brings you a variety from healthy tips to choosing the right Pet for you!

Deadline: 6/24



STEELERS PREVIEW 8/31/16

Here we go! Get your tailgating gear ready & kick off the football season with Steelers Preview!

Deadline: 8/26



FALL ARTS GUIDE 9/14/16

The Fall Arts Preview features event listings from now until the end of the year, with heavy emphasis on performing & visual arts.

Deadline: 9/8

BEST OF PITTSBURGH 10/12/16

It's the Best of PGH as voted by City Paper readers in more than 100 categories.

Deadline: 10/6



FALL ELECTION GUIDE 10/26/16

City Paper has your covered again with the 2016 Fall Election Issue. Who will be the next President?

Deadline: 10/21

**Over 100,000+ unique visitors to
www.pghcitypaper.com monthly**

ONLINE AUDIENCE

WEB ADS

Leaderboard
Medium Rectangle
Wide Skyscraper

SPECIALTY BANNERS

Rich Media
Corner Peel
Skins
Pop - Ups
Embedded Video
Pencil Ticker
Take Over



MAKE A STATEMENT WITH **INSERTS**

Highly Visible, Very Effective!



SINGLE SHEET PREPRINT INSERT RATES:

5,500 - 20,000 - \$75/per thousand

20,000-30,000 - \$70/per thousand

30,000-40,000 - \$65/per thousand

40,000-58,000 - \$60/per thousand

** customer supplies inserts*

** minimum of 5,500*

** rates are quoted for a single sheet
insert/flyer/postcard not to exceed 10"x11" in size*

412-316-3342

PITTSBURGH
CityPaper

INSERT ORDER FORM

Please choose a distribution zone by checking the box (must choose entire zone, cannot split routes)

EAST A: ☐

Monroeville, Penn Hills, Oakmont, Verona, Murrysville,
Route 22 area, Pittsburgh Mills Mall, Tarentum, Cheswick,
Harmarville, North Kensington, Lower Burrell

EAST B: ☐

Edgewood, Swissvale, Route 30 area, Turtle Creek,
Forest Hills, North Versailles, White Oak, Irwin,
North Huntingdon, East Pittsburgh, Greensburg

NORTH A: ☐

Allison Park, Ross Twp, McKnight Road area, McCandless,
Pine Twp, Franklin Park, Wexford, North Park, Cranberry,
Warrendale, West View, Route 19 North area, Seven Fields,

NORTH B: ☐

North Side, Troy Hill, Aspinwall, Millvale, Etna, Fox Chapel,
Blawnox, Gibsonia, Shaler, Glenshaw, O'Hara Twp,
Route 8 area, Bellevue, Avalon, Sewickley, Route 65 area

WEST: ☐

Carnegie, Greentree, Scott Twp, Parkway West area,
Moon Twp, Airport, Coraopolis, McKees Rocks, Crafton,
Robinson Twp, North Fayette

SOUTH: ☐

Mt. Lebanon, Century III, Pleasant Hills, Bethel Park,
Upper St. Clair, Library Road, South Park, Canonsburg/Rt. 19S,
Bridgeville, Peters Twp, McMurray, Beechview, Brookline,
Banksville Road area, Dormont, Castle Shannon, Baldwin,
Brentwood, Carrick, Whitehall, West Mifflin

CITY A:* ☐

Downtown, William Penn Place, Blvd of the Allies, Stanwix Street,
Penn Ave, Liberty Ave, Grant Street, Uptown (Consol Energy
Center), Wood Street, Forbes Ave, Fifth Ave, Smithfield Street,
Market Square, Point Park College, Duquesne University

CITY B:* ☐

Strip District, Bloomfield, Garfield, Homewood, Lawrenceville,
East Liberty, Shadyside, Point Breeze, Highland Park

CITY C:* ☐

Oakland, CMU, University of Pittsburgh, Chatham College,
Carlow University, Squirrel Hill, Greenfield, Regent Square,
Wilkinsburg, Homestead/Waterfront

CITY D: ☐ South Side, East Carson Street, Mt. Washington,
SouthSide Works to Station Square

5500 per zone

***6500 per zone (city A,B & C)**

**All inserts must be at Butler Dock 1 week (Wednesday) prior to scheduled CP issue date;
Client's/Insert Name must be clearly marked on all boxes. Butler Dock Hours: Mon-Fri 9am-4pm.**

DELIVER INSERTS DIRECTLY TO:

Butler Eagle Production Center

514 West Wayne Street Butler, PA 16001

Attn: Bonnie (724) 431-2200 x325

NAME ON INSERT: _____

TOTAL QUANTITY: _____ **SIZE OF INSERT:** _____ **TOTAL PAGE COUNT:** _____

\$25 PER ROUTE ADDITIONAL INSERT: YES ☐

(Any oversized printed piece NOT a single sheet 8.5x11 or postcard size, will be an additional \$25 fee per route / per driver)

TODAYS DATE: _____

SCM REP: _____ **ISSUE DATE FOR INSERT:** _____

MAKE A STATEMENT WITH **STICKERS**

Highly Visible, Very Effective!



FRONT COVER STICKER RATES:

(Actual image size: 2.875" x 2.875")

10,000-20,000 - \$85/per thousand

20,000-30,000 - \$80/per thousand

30,000-40,000 - \$75/per thousand

40,000-58,000 - \$65/per thousand

*** minimum of 10,000**

** Artwork for all stickers is required three weeks prior to printing date*

**Black & white printing available on the back of stickers for additional \$5/per thousand*

412-316-3342

**PITTSBURGH
CityPaper**

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EAST A: ☐

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Route 22 area, Pittsburgh Mills Mall, Tarentum, Cheswick,
Harmarville, North Kensington, Lower Burrell

EAST B: ☐

Edgewood, Swissvale, Route 30 area, Turtle Creek,
Forest Hills, North Versailles, White Oak, Irwin,
North Huntingdon, East Pittsburgh, Greensburg

NORTH A: ☐

Allison Park, Ross Twp, McKnight Road area, McCandless,
Pine Twp, Franklin Park, Wexford, North Park, Cranberry,
Warrendale, West View, Route 19 North area, Seven Fields,

NORTH B: ☐

North Side, Troy Hill, Aspinwall, Millvale, Etna, Fox Chapel,
Blawnox, Gibsonia, Shaler, Glenshaw, O'Hara Twp,
Route 8 area, Bellevue, Avalon, Sewickley, Route 65 area

WEST: ☐

Carnegie, Greentree, Scott Twp, Parkway West area,
Moon Twp, Airport, Coraopolis, McKees Rocks, Crafton,
Robinson Twp, North Fayette

SOUTH: ☐

Mt. Lebanon, Century III, Pleasant Hills, Bethel Park,
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Bridgeville, Peters Twp, McMurray, Beechview, Brookline,
Banksville Road area, Dormont, Castle Shannon, Baldwin,
Brentwood, Carrick, Whitehall, West Mifflin

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Oakland, CMU, University of Pittsburgh, Chatham College,
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Wilksburg, Homestead/Waterfront

CITY D: ☐

South Side, East Carson Street, Mt. Washington,
SouthSide Works to Station Square



5500 per zone
*6500 per zone
(city A,B & C)

NAME ON STICKER: _____

TOTAL QUANTITY: _____

TODAYS DATE: _____

SCM REP: _____ ISSUE DATE FOR STICKERS: _____